RECORDS RETENTION SCHEDULE

Marketing, Vice President

ISSUED

19

RETENTION CATEGORY	NAME OF RECORD		RETENTIONS		OFFICIAL FILE
CODE	NAME OF RECORD	IN DEPT.	IN STORAGE AREA	TOTAL	LOCATION
B0976	BRAND FILES	C+2	3	C+5	
B0977	BUDGET FILES	C+2	1	C+3	
C2186	CHRONOLOGICAL FILES	C+1	1	C+2	
C2187	CONFIDENTIAL PACKAGING FILES	С		С	
C2188	CORPORATE PRODUCTS COMMITTEE	C+1	2	C+3	
	FILES			· · ·	
C2189	CORRESPONDENCE	C+1	1	C+2	
D0743	DEPARTMENTAL FILES	C+1	2	C+3	
E1207	EXPENSE STATEMENTS	C+1		C+1	
G0362	GENERAL FILES	C+2	1	C+3	
P1951	PERSONNEL FILES	TER		TER	
P1952	PRESENTATIONS & SPEECHES	C+2	5	C+7	
R0872	REFERENCE FILES	С		С	
LOCATION		DEPT. NO.		SHEET 1 of	2

KEY	TO RETENTIONS	AUTHORIZATION:	Department Manager:	Date:
•	<pre># While Active # Current Month</pre>	_	Functional Director:	Date:
	= Current Month = Current Year 967979 = Permanently	\$023	Legal Counsel:	Date:

SUP = Until Superseded TER = Until Terminated

[Retention in years unless otherwise noted]

RECORDS RETENTION SCHEDULE

Marketing, Vice President

M = Current Month
C = Current Year

SUP # Until Superseded
TER = Until Terminated

ISSUED

19

RETENTION CATEGORY	NAME OF RECORD		RETENTIONS		
CODE	NAME OF RECORD	IN DEPT.	IN STORAGE AREA	TOTAL	FILE LOCATION
R0873	RESEARCH FILES	C+2	1	C+3	
S1896	SALES FILES	C+1	2	C+3	
S1897	SUBJECT FILES	C+2	3	C+5	
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			·		
	·				
LOCATION		DEPT. NO.		SHEET 2 of	<u> </u>
EY TO RETENTION	s AUTHORIZATION: Depa	artment Manager	•	Date:	

[Retention in years unless otherwise noted]

Functional Director: _____ Date:

Legal Counsel:_____

RECORDS RETENTION SCHEDULE

Marketing - Marlboro Group

ISSUED 19

RETENTION	 -		RETENTIONS		OFFICIAL FILE
CATEGORY CODE	NAME OF RECORD	IN DEPT.	IN STORAGE AREA	TOTAL	LOCATION
A0896	ADVERTISING BOOKS	C+1	2	C+3	
A0897	ADVERTISING FILES	C+1	2	C+3	
A0898	AGENCY FILES	C+1	2	C+3	
B0904	BRAND REVIEWS	P		P	
B0905	BRAND SWITCHING	C+1		C+1	
B0906	BUDGET FILES	C+2	1	C+3	
C2050	CHRONOLOGICAL FILES	C+1	1	C+2	
C2051	COMPARATIVE BRAND REPORTS -	1 MO.	P	P	<u>.</u>
	MONTH-END				
C2052	COMPARATIVE BRAND REPORTS -	1 YR.	P	P	
	YEAR-END				
C2053	COMPETITIVE BRAND FILES	C+1	2	C+3	
C2054	CONFERENCE FILES	C+1	2	C+3	
LOCATION		DEPT. NO.		SHEET 1 of	4

KEY TO RETENTIONS	AUTHORIZATION: Department Manager:	Date:
ACT = While Active H = Current Honth	Functional Director:	Date:
C = Current Year P = Permanently	Legal Counsel:	Date:

SUP = Until Superseded TER = Until Terminated

[Retention in years unless otherwise noted]

RECORDS RETENTION SCHEDULE

Marketing - Marlboro Group

ISSUED

19

RETENTION CATEGORY	NAME OF RECORD		OFFICIAL FILE		
CODE	NAME OF RECORD	IN DEPT.	IN STORAGE AREA	TOTAL	LOCATION
C2055	CONSUMER LETTERS/COMPLAINTS	C+1		C+1	
C2056	CORRESPONDENCE	C+1	1	C+2	
C2057	COUNTRY MUSIC FILES	C+1		C+1	
C2058	COUPON FILES	C+1	2	C+3	
D0700	DEPARTMENTAL REPORTS	C+1	1	C+2	
E1181	ESTIMATE FILES	C+2	3	C+5	
E1182	EVENT FILES	C+1	2	C+3	
G0351	GENERAL FILES	C+1	2	C+3	·
M1234	M.S.A. REPORTS	C+1	2	C+3	
M1235	MAGAZINE FILES	SUP		SUP	
M1236	MARKET RESEARCH FILES	С		С	
M1237	MARKET RESEARCH REPORTS	C+2	1	C+3	
M1238	MARKET SHARE REPORTS	SUP	÷	SUP	
LOCATION		DEPT. NO.		SHEET 2 of	4

Functional Director: Date:
Legal Counsel:Date:

SUP = Until Superseded TER = Until Terminated

[Retention in years unless otherwise noted]

RECORDS RETENTION SCHEDULE

Marketing - Marlboro Group

ISSUED

19

RETENTION			OFFICIAL FILE		
CATEGORY CODE	NAME OF RECORD	IN DEPT.	IN STORAGE AREA	TOTAL	LOCATION
M1239	MARKETING ANALYSIS-HISTORICAL	C+2	2	C+4	
M1240	MARKETING FILES	C+2	1	C+3	
M1241	MARLBORO	C+2	3	C+5	·
M1242	MARLBORO MENTHOL FILES	C+2	3	C+5	
M1243	MARLBORO ULTRA LIGHTS	C+2	3	C+5	
M1244	MAXWELL PRESENTATION FILES	C+2	1	C+3	
M1245	MAXWELL REPORTS	P		P	
M1246	MEDIA FILES	C+1	2	C+3	
M1247	MEDIA PLANS	C+1	2	C+3	
M1248	MEDIA SCHEDULES	C+1		C+1	
M1249	MISCELLANEOUS	C+1		C+1	
N0215	NEW BRAND FILES	C+2	1	C+3	
N0216	NEWSPAPER COVERAGE BOOK	С		С	
LOCATION		DEPT. NO.		SHEET 3 of	4

KEY TO RETENTIONS	AUTHORIZATION:	Department Manager:	Date:
ACT = While Active M = Current Month		Functional Director:	Date:
C = Current Year P = Permanently		Legal Counsel:	Date:

SUP = Until Superseded

TER = Until Terminated

[Retention in years unless otherwise noted]

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RECORDS RETENTION SCHEDULE

Marketing - Marlboro Group

ISSUED 19 RETENTIONS OFFICIAL RETENTION FILE CATEGORY NAME OF RECORD IN STORAGE AREA TOTAL LOCATION IN DEPT. CODE TER TER 00458 OUTDOOR FILES 2 C+3 C+1 P1791 POINT-OF-SALE FILES P1792 C+2 5 C+7 PRESENTATIONS & SPEECHES P1793 PRODUCT PROMOTION PLANS C+1 2 C+3 P1794 PROMOTION FILES C+1 2 C+3 C C P1795 PROMOTIONAL ITEMS R0817 REPORTS C+1 C+1 RESEARCH FILES C+2 C+3 R0818 1 S1722 SALES FILES C+1 2 C+3 S1723 SLIDES C+1 C+1 T0749 TRACKING STUDIES C+2 2 C+4 U0151 ULTRA LIGHTS C+2 3 C+5 DEPT. NO. LOCATION SHEET 4 of

KEY TO RETENTIONS	AUTHORIZATION:	Department	Manager:	Date:
ACT = While Active H = Current Honth		Functional	Director:	Date:
C = Current Year P = Permanently		Lega:	Counsel:	Date:

SUP = Until Superseded TER = Until Terminated

[Retention in years unless otherwise noted]

RETENTION SCHEDULE RECORDS

Marketing - New Products Group

C = Current Year P = Permanently

ISSUED

19

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RECORD	DECORD CATEGORY		RETENTION PERIOD		
CATEGORY CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	FILE
A0913	ACCOUNTING CODES	C+1		C+1	
A0914	AD PACK TESTS	C+2		C+2	
A0915	AGENCY FILES	C+1	2	C+3	
A0916	ALPINE FILES	C+2	3	C+5	
A0917	ART BOARDS	M+2		M+2	
B0929	B&H CANADA FILES (BW17756) -	C+1	2	C+3	
	GENERAL				
B0930	B&H CANADA FILES (BW17761) -	C+1	2	C+3	
	GENERAL				
B0931	BENSON & HEDGES FILES	C+2	3	C+5	
B0932	BRAND FILES	C+1	8	C+9	
B0933	BRAND MEDIA PLANS	C+1		C+1	
B0934	BRAND PLANS	C+1	2	C+3	
REVISED DA	TE	DEPARTMENT		SHEET 1 of	
KEY TO RETENTIONS ACT = While Active H = Current Hont C = Current Year	h Respor	ment Head: usible Records ement Group:	Susar July My	Reich) Date:	8/20/91

Legal Counsel: Date: SUP = Until Superseded [Retention in years unless otherwise noted] TER = Until Terminated

RECORDS RETENTION SCHEDULE

Marketing - New Products Group

ISSUED

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RECORD CATEGORY	RECORD CATEGORY		RETENTION PERIO	D	OFFICIAL FILE	
CODE	RECORD CATEGORI	IN DEPT.	IN STORAGE	TOTAL	LOCATION	
B0935	BRAND PRESENTATION	P		P	==	
B0936	BRAND REVIEWS	P		P		
B0937	BRAND SWITCHING	C+1		C+1		
B0938	BUDGET FILES	C+2	1	C+3		
C2103	CALIFORNIA TOBACCO TAX	C+1		C+1		
C2104	CAMBRIDGE	C+2		C+2		
C2105	CAPRI	C+2		C+2		
C2106	CARTIER	C+2	3	C+5		
C2107	CIGARETTE CONSUMPTION	C+1		C+1	· · · · · · · · · · · · · · · · · · ·	
C2108	CIGARETTE INFORMATION REPORTS	C+1		C+1		
C2109	COMPETITIVE REPORT	C+1		C+1		
C2110	CONFERENCE FILES	C+1	4	C+5		
C2111	CONSUMER DEMOGRAPHIC	C+1	,	C+1		
REVISED DATE		DEPARTMENT C	ODE //	SHEET 2 of	8	
KEY TO RETENTIONS	TO RETENTIONS AUTHORIZATION: Department Head: (Sugan Reich) Date: Hilligh					

EY TO RETENTIONS	AUTHORIZATION:	Department Head:		(Susan F	Leich Date:	A1.6.165
CT = While Active			11.1	^	•	
M = Current Month		Responsible Records	William	Year Jate		62 1
C = Current Year		Management Group:	mmaro	vyr cvus	Date:	8/20/91
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SUP = Until Superseded		Legal Counsel:			Date:	
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RETENTION SCHEDULE RECORDS

Marketing - New Products Group

SUP = Until Superseded

TER = Until Terminated

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Date:

						
RECORD	DECORD CATEGORY		RETEN	TION PERIOD)	OFFICIAL FILE
CATEGORY CODE	RECORD CATEGORY		DEPT. IN S	TORAGE	TOTAL	LOCATIO
C2112	CONSUMER RESEARCH FILES	C+1			C+1	
C2113	COUPON FILES	C+1			C+1	
C2114	COUPONING FILES	C+1			C+1	
D0713	DEFERRED PROFIT SHARING	P			P	
D0714	DELTA FILES	C+2	3		C+5	
D0715	DEPARTMENTAL FILES	C+1	1		C+2	
D0716	DIRECT MARKETING FILES	C+1	1	0.00	C+2	
D0717	DUNHILL	C+1	8		C+9	
E1189	ESTIMATE FILES	C+2	1		C+3	
E1190	EXPENSE STATEMENTS	C+1			C+1	===
F0963	FILMS/GIFTS	C+2			C+2	
F0964	FIVE YEAR PLAN FILES	C+1	2		C+3	
F0965	FORECAST FILES	С			С	
REVISED DA	TE	DEPA	RTMENT CODE		SHEET 3 of	
KEY TO RETENTIONS		Department He	ad:	1/ (Susan	Reich) Date: 1	14616/gL
ACT = While Active H = Current Hont C = Current Year P = Permanently	h Tananana	Responsible Rec Management Gr	cords roup:	hody	L Date: _	8120/91

Source: https://www.industrydocuments.ucsf.edu/docs/kglm0000

Legal Counsel:

[Retention in years unless otherwise noted]

SCHEDULE RETENTION RECORDS

Marketing - New Products Group

ISSUED

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RECORD			RETENTION PERIOD			
CATEGORY CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	FILE LOCATION	
F0966	FYI FILES	· C		С		
G0356	GENERAL FILES	C+1		C+1		
G0357	GEOGRAPHIC BRAND MAPPING	P		P		
G0358	GOVERNMENT AFFAIRS	C+1	·	C+1		
H0280	HISTORICAL REPORTS	C+2		C+2		
K0143	KRAFT	C+2		C+2		
L0580	LEO BURNETT FILES	С		c		
M1294	MARKETING FILES	C+2	1	C+3		
M1295	MARLBORO	C+2	_	C+2		
M1296	MARLBORO MENTHOL FILES	C+2		C+2		
M1297	MARLBORO ULTRA LIGHTS	C+2		C±2		
M1298	MAXWELL PRESENTATION FILES	C+2	. 1	C±3		
M1299	MAXWELL REPORTS	P		P		
REVISED DA	REVISED DATE		CODE	SHEET 4 of	£ 8	
KEY TO RETENTIONS ACT = While Activ M = Current Mon C = Current Yea P = Permanently	th Respo	rtment Head: onsible Records agement Group:	Willia My	Date:	1)0.616/9 L	
SUP = Until Super	seded Legal	Counsel:		Date:		

PHILIP MORRIS USA RETENTION SCHEDULE RECORDS

Marketing - New Products Group

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RECORD CATEGORY	RECORD CATEGOR	DECORD CATEGORY		RETENTION PERIOD		
CODE	KECOKD CATEOOK	1	IN DEPT.	IN STORAGE	TOTAL	FILE LOCATION
F0966	FYI FILES		С		C	
G0356	GENERAL FILES		C+1		C+1	
G0357	GEOGRAPHIC BRAND MAPPIN	G	P		Р	- 100 00 000
G0358	GOVERNMENT AFFAIRS		C+1		C+1	
Н0280	HISTORICAL REPORTS		C+2		C+2	
K0143	KRAFT	· · · · · · · · · · · · · · · · · · ·	C+2		C+2	
L0580	LEO BURNETT FILES		С		С	
M1294	MARKETING FILES		C+2	1	C+3	
M1295	MARLBORO		C+2		C+2	==-
M1296	MARLBORO MENTHOL FILES		C+2		C+2	
M1297	MARLBORO ULTRA LIGHTS		C+2		C+2	
M1298	MAXWELL PRESENTATION FI	LES	C+2	1	C+3	
M1299	MAXWELL REPORTS		P		P	
REVISED D	ATE		DEPARTMENT		SHEET 4 of	8
KEY TO RETENTIONS ACT = While Activ		Depart	tment Head:	(Su	san Rench) Date: _	1)0616/92
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RECORDS RETENTION SCHEDULE

Marketing - New Products Group

ISSUED

19

RECORD CATEGORY	RECORD CATEGOR	<i>-</i>		RETENTION PERIO)D	OFFICIAL FILE
CODE	RECORD CATEGOR	I	IN DEPT.	IN STORAGE	TOTAL	LOCATION
M1300	MEDIA FILES		C+1		C+1	
M1301	MEDIA REVIEWS		С		С	
M1302	MEDIA SCHEDULES		C+1		C+1	
M1303	MEETINGS		C+1		C+1	
M1304	MERCHANDISING FILES		C+2	1	C+3	
M1305	MERIT		C+2	3	C+5	
M1306	MSA FILES		SUP		SUP	
M1307	MULTIFILTER		C+2	3	C+5	
N0226	NEW PRODUCT FILES		C+1	8	C+9	
N0227	NIELSEN FILES		C+1		C+1	
00463	OUTDOOR FILES		TER		TER	
P1835	PARLIAMENT		C+2	3	C+5	
P1836	PERSONNEL FILES		TER		TER	
REVISED DA	ATE	·	DEPARTMENT		SHEET 5 of	
KEY TO RETENTIONS		Depart	ment Head:	11.11-(SA	ign Reich) Date: [14616/32
ACT = While Active M = Current Month C = Current Year		Respor Manag	nsible Records ement Group:	buhan	ngu Reich) Date: [8120191
P = Permanently SUP = Until Superseded		•				

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TER = Until Terminated

[Retention in years unless otherwise noted]

RECORDS RETENTION SCHEDULE

Marketing - New Products Group

ISSUED

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RECORD CATEGORY RECORD CATEGORY		RETENTION PERIOD			OFFICIAL FILE
CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	LOCATION
P1837	PLAYERS	C+2	3	C+5	
P1838	PM BLUES	C+2	3	C+5	
P1839	PREMIER	C+2	3	C+5	
P1840	PRESENTATIONS & SPEECHES	C+2	3	C+5	
P1841	PRICE VALUE	Р		Р	
P1842	PRODUCT INITIATIVES	C+1		C+1	
P1843	PRODUCT PROMOTION PLANS	C+1	2	C+3	
P1844	PRODUCT TESTING SAMPLES (CIGS)	С		e	===:.
P1845	PRODUCTION	C+1		C+1	
P1846	PROJECT FILES	TER+1	4	TER+5	
P1847	PURCHASE ORDERS/REQUISITIONS	C+1	2	C+3	
R0832	REDUCED SIDESTREAM SMOKE	P		P	
	REPORT				
REVISED DA	ATE	DEPARTMENT		SHEET 6 of	8
KEY TO RETENTIONS	· · · · · · · · · · · · · · · · · · ·	ment Head:	(Susa,	Reich Date: [0616/91
ACT = While Activ M = Current Mont C = Current Year P = Permanently	Respon Manage	sible Records ement Group:	helisty	rhus Date: _	100/91
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PHILIP MORRIS USA RETENTION SCHEDULE RECORDS

Marketing - New Products Group

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RECORD CATEGORY	RECORD CATEGORY		RETENTION PERIO	D	OFFICIAL FILE
CODE	RECORD CATEGOR I	IN DEPT.	IN STORAGE	TOTAL	LOCATION
R0833	REPORTS	C+1		C+1	
R0834	RESEARCH FILES	C+2		C+2	
R0835	ROPER REPORT	C+1		C+1	
S1744	SALES FILES	C+1		C+1	
S1745	SALES FILMS/OVERHEADS	C+2		C+2	
S1746	SARATOGA	C+2	3	C+5	
S1747	SCHEDULES/CHANGE FORMS	SUP		SUP	
S1748	SERVICE REPORTS - AGENCY	P		Р	
S1749	STATUS REPORTS	C+2	2	C+4	
S1750	SUPERMARKETS TRADE CLASS	P	***	P	
	REVIEW				=
S1751	SUPERSLIMS	С		С	
T0763	TAX INFORMATION FILES	SUP		SUP	
REVISED DA	ATE	DEPARTMENT C		SHEET 7 of	8
KEY TO RETENTIONS	-	oartment Head:	(Susqu	~ Reich) Date: _	176-616/12
ACT = While Activ H = Current Mont C = Current Year P = Permanently	Res Mar	ponsible Records nagement Group:	Willonge	Reich) Date: _	8/20191
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PHILIP MORRIS USA E T E N T I O N S C H E D U L E RECORDS

Marketing - New Products Group

ISSUED

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RECORD	RECORD		RETENTION PERIO	D	OFFICIAL FILE
CATEGORY CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	LOCATION
T0764	TRACKING STUDIES	C+2		C+2	
т0765	TRADEMARK FILES	P	**	P	
V0450	VIRGINIA SLIMS RECORDS	C+2		C+2	
V0451	VOUCHERS	C+1		C+1	
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REVISED DA	\1E	DEPARTMEN	I_{Λ}	SHEET 8 of	
KEY TO RETENTIONS ACT = While Activ		Department Head:	// (Sun	~ Reich Date:	26-616/91
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RECORDS RETENTION SCHEDULE

Marketing Services - Consumer Promotions - Permanent P.O.S.

			ISSUED		19
RETENTION				_	OFFICIAL
CATEGORY CODE	NAME OF RECORD	IN DEPT.	IN STORAGE AREA	TOTAL	LOCATION
A0899	ADMINISTRATIVE FILES	C+1	2	C+3	
B0907	BENSON & HEDGES FILES	C+2	2	C+4	
B0908	BID FILES	C+1	2	C+3	
B0909	BRAND FILES	C+2	2	C+4	
C2059	CHRONOLOGICAL FILES	C+1	1	C+2	
C2060	COMPANY FILES	C+1		C+1	
C2061	CORRESPONDENCE	C+1	1	C+2	
F0955	FORMS	SUP		SUP	
M1250	MARLBORO	C+2	3	C+5	
M1251	MERIT	C+2	3	C+5	
N0217	NEW PRODUCT FILES	C+1	2	C+3	
P1796	PRESENTATIONS & SPEECHES	C+2	5	C+7	
P1797	PRICE VALUE	Р		P	
LOCATION		DEPT. NO.		SHEET 1 of	2

KEY TO RETENTIONS	AUTHORIZATION:	Department	: Manager:	 Date:	
ACT = While Active					·········
H = Current Month		Functional	Director:	Date:	
C = Current Year					
P = Permanently		[ega]	Counsel:	Date:	

SUP = Until Superseded

TER = Until Terminated [Retention in years unless otherwise noted]

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RECORDS RETENTION SCHEDULE

Marketing Services - Consumer Promotions - Permanent P.O.S.

			ISSUED		19
RETENTION CATEGORY	NAME OF RECORD		OFFICIAL FILE		
CODE	NAME OF RECORD	IN DEPT.	IN STORAGE AREA	TOTAL	LOCATION
P1798	PROJECT FILES	TER+1	4	TER+5	
P1799	PROPOSAL FILES	С	2	C+2	
R0819	REFERENCE FILES	С		c	
R0820	RETAIL PROMOTION FILES	C+2	5	C+7	
S1724	SUPPLIER INFORMATION FILES	C+1	2	C+3	
V0444	VIRGINIA SLIMS RECORDS	C+2	3	C+5	
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			· —		
LOCATION		DEPT. NO.		SHEET 2 of	2

KEY	TO	RETENTIONS	2
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ACT = While Active

M = Current Month

C = Current Year

P = Permanently

SUP = Until Superseded

TER = Until Terminated

AUTHORIZATION:

Department Manager:_____ Date:____

Functional Director:

Legal Counsel: Date:____

[Retention in years unless otherwise noted]

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions, Directorate

ISSUED

19

RECORD CATEGORY	RECORD CATEGORY		RETENTION PERIOD		
CODE	RECORD CATEGORT	IN DEPT.	IN STORAGE	TOTAL	FILE LOCATION
A1073	ADMINISTRATIVE/GEN'L OFFICE	С	1	C+1	
A0875	AUTO RACING FILES	С	3	C+3	
B0875	BENSON & HEDGES FILES	С	3	C+3	
B1063	BUDGETS	C+1	3	C+4	
C2582	CALENDARS/DIARIES/DAYTIMERS	C+1		C+1	
C2575	COMMUNITY MARKETING PROGRAMS	С	3	C+3	
C2576	CONTRACTS/AGREEMENTS	TER+1	5	TER+6	
C2577	CORPORATE SYNERGY	С	3	C+3	
C2578	CORRESPONDENCE	С	3	C+3	
L0563	LEGAL INFORMATION (GENERAL)	C+1	2	C+3	
M1532	MARKETING PLANS	C+1	2	C+3	
M1198	MARLBORO COUNTRY MUSIC	С	3	C+3	
M1527	MARLBORO MISCELLANEOUS	С	3	C+3	
REVISED DA	ATE	DEPARTMENT	CODE	SHEET 1 of	=
KEY TO RETENTIONS ACT = While Activ M = Current Mon	/e	tment Head:	Engelwood L	Date: _	3/21/91

ACT = While Active		-			
M = Current Month		Responsible Records			a la a t
C = Current Year		Management Group:	Williamm	Date:	3 28 91
P = Permanently		-			
SUP = Until Superseded		Legal Counsel:		Date:	
IFR = Until Terminated	[Retention in years	unless otherwise noted)		=	

RECORDS RETENTION SCHEDULE

RECORDS RETENT Marketing Services - Events Promotions, Directorate

ISSUED

19

RECORD CATEGORY	RECORD CATEGORY		RETENTION PERIO	D	OFFICIAL FILE
CODE	RECORD CATEOORT	IN DEPT.	IN STORAGE	TOTAL	LOCATION
M1528	MARLBORO MUSIC	С	3	C+3	
M1199	MARLBORO SKI CHALLENGE FILES	С	3	C+3	
M1200	MARLBORO SOCCER CUP FILES	С	3	C+3	
M1533	MERIT	С	3	C+3	
00452	OUTSIDE AGENCY/CONSULTANT	C+1	2	C+3	
	FILES				
P2295	PARLIAMENT	С	3	C+3	
P1734	PERSONNEL FILES	TER		TER ,	
P2258	PM U.S.A. REPORTS/RESEARCH	С	3	C+3	
P2261	POLICIES AND PROCEDURES	SUP		SUP	
P2294	PRICE VALUE	С	3	C+3	
P1735	PROJECT FILES	TER+1	4	TER+5	
P1737	PURCHASE ORDERS/REQUISITIONS	С		С	
REVISED DATE		DEPARTMENT	CODE	SHEET 2 o	f 3

EY TO RETENTIONS	AUTHORIZATION:	Department Head:	Fractio Oogh	_ Date:	3/71 91
CT = While Active					
M = Current Month		Responsible Records	1.1.1 od V.		
C = Current Year		Management Group:	Willa Straken	Date:	3/28/91
P = Permanently		-			,
SUP = Until Superseded		Legal Counsel:		_ Date:	
CO - Heril Terminand	(Detention is week	olean athenuise matedl		- 	

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions, Directorate

ISSUED

April 1,

19 91

Date: 3128191

Date: 4-1-9/

RECORD CATEGORY	RECORD CATEGORY		RETENTION PERIOD		
CODE	RECORD CATEGOR I	IN DEPT.	IN STORAGE	TOTAL	OFFICIAL FILE LOCATIO
R1044	REGIONAL EVENT MARKETING	С	3	C+3	
R0797	RESORT PROGRAM FILES	С	3	C+3	
T0735	TURNDOWN FILES	С		С	
V0432	VS TENNIS FILES	С	3	C+3	
			<u> </u>		
				,	
REVISED DA	ATE	DEPARTMENT	CODE	SHEET 3 of	
REVISED DA	AUTHORIZATION: Depart	DEPARTMENT	code		

SUP = Until Superseded
TER = Until Terminated

M = Current Month

C = Current Year
P = Permanently

Legal Counsel: (Retention in years unless otherwise noted)

Responsible Records Management Group:

HUNTON & WILLIAMS

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INTER-OFFICE CORRESPONDENCE 120 PARK AVENUE, NEW YORK, NY 10017

TO:

Bill Lynch

DATE:

January 19, 1993

FROM

Barbara Serpe

SUBJECT:

"New" Retention Codes

Bill, as we discussed today, to follow is a list of retention codes assigned by Hunton & Williams and somehow not incorporated into PM's code list.

MARKETING SERVICES EVENT PROMOTIONS DEPARTMENT

Entertainment Events

Code	Category	In Dept.	In Storage	Total
C2677	Correspondence	С	3	C + 3
E1385	Entertainment - General	, C :	3	C + 3
M1557	Minority Advertising	С	3	C + 3
P2343	Personnel Files	TER		TER
R1062	Records Mgmt. Files	TER		TER

The following codes were also assigned after initial codes were established. I believe these are recognized by PM File Retention personnel but am including them just in case they were not picked up as well.

Virginia Slims Promotions

Code Category		In Dept.	In Storage	Total
P2296	Price Value	C.	. 3	C + 3
S2149	Southern Women's Show	С	3	C + 3

A final note. I am no longer the department's coordinator as Leo McCullagh has been replaced by Ina Broeman as the director of Event Marketing (Promotions). Martha Griffin, Ina's secretary, now represents our department in this area. I'm following through in this situation as these codes were issued to me pre-Martha.

Thanks for your help..

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Entertainment Events Promotions ISSUED

19

Date:

RECORD	DECORD CATEGORY	5-	RETENTION PERIOD		
CATEGORY CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	FILE LOCATION
B0942	B&H JAZZ	C+2	3	C+5	
B0944	BENSON & HEDGES FILES	C+2	3	C+5	
C2573	CALENDARS/DIARIES/DAYTIMERS	C+1		C+1	
C2120	CARTIER	C+2	3	C+5	
C2628	COMMUNITY MARKETING	С	2	C+2	
C2122	CONTRACTS & AGREEMENTS	TER+1	4	TER+5	
C2123	CORPORATE SYNERGY	C+2	3	C+5	
C2124	COUNTRY MUSIC FILES	С	3	C+3	
D0718	DEPARTMENTAL FILES	C+1	2	C+3 .	
E1361	EXPENSES	C+1		C+1	ACCT
F0968	FESTIVALS	C+1		C+1	·
J0218	JAZZ RESEARCH/GENERAL	С	2	C+2	
L0675	LATIN MUSIC - GENERAL	С	2	C+2	
REVISED DA	ATE	DEPARTMENT	CODE	SHEET 1 of	
KEY TO RETENTIONS ACT = While Activ	ve ·	rtment Head:	no Proce	Date: ,	3/22/9/
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C ≈ Current Year P = Permanently

SUP = Until Superseded

TER = Until Terminated

Legal Counsel:

(Retention in years unless otherwise noted)

RECORDS RETENTION SCHEDULE Marketing Services - Events Promotions - Entertainment Events Promotions **ISSUED**

19

RECORD CATEGORY	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE
CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	LOCATION
L0581	LEGAL INFORMATION (GENERAL)	C+1	2	C+3	
M1524	MARKETING PLANS	C+2	3	C+5	-
M1525	MARKETING ROLE ANALYSIS	C+2	3	C+5	
M1320	MARLBORO COUNTRY MUSIC -	С	2	C+2	
· · · · · · · · · · · · · · · · · · ·	AFFILIATE FILES				
M1315	MARLBORO COUNTRY MUSIC -	C+1	2	C+3	
	ARTIST FILES				
M1316	MARLBORO COUNTRY MUSIC -	C+1	2	C+3	
	GENERAL FILES	_			
M1317	MARLBORO COUNTRY MUSIC -	С	3	C+3	
	MERCHANDISE/ALBUMS				
M1318	MARLBORO COUNTRY MUSIC -	С	3	C+3	
_	PRESS KITS			_	-
REVISED DA	ATE	DEPARTMENT	CODE	SHEET 2 or	f 4
KEY TO RETENTIONS	•	rtment Head: 26	na hoose	Date:	3/22/91
ACT = While Activ M = Gurrent Mont C = Current Year P = Permanently	Respo	onsible Records gement Group:	Willasten	Date:	3/28/91
SUP - Until Super: TER = Until Termin	seded Legal	Counsel:		Date:	

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Entertainment Events Promotions

ISSUED

Date:

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RECORD	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL
CATEGORY CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	FILE LOCATION
M1319	MARLBORO COUNTRY MUSIC - TOUR	С	3	C+3	
	CITIES				
M1322	MARLBORO MENTHOL FILES	C+2	3	C+5	
M2138	MARLBORO MUSIC - GENERAL	С	5	C+5	
M2135	MARLBORO MUSIC - MILITARY	С	5	C+5	
M2140	MARLBORO MUSIC - MISCELLANEOUS	С	5	C±5	
M2141	MARLBORO MUSIC - PERSONNEL	С	5	C+5	
M2137	MARLBORO MUSIC FESTIVALS	С	5	C+5	
M2136	MARLBORO MUSIC TRO	С	5	C+5	
M2139	MARLBORO PUBLICITY	С	5	C+5	
M1325	MAXWELL PRESENTATION FILES	C+2	1	C+3	
M1327	MERCHANDISING CREDITS	C+1		C+1	
M1329	MERIT	C+2	3	C+5	
REVISED DA	ATE	DEPARTMENT C	CODE	SHEET 3 of	
KEY TO RETENTIONS ACT = While Activ M = Current Mont	e th Respon	ment Head: Los sible Records ement Group:	Vuludy	Date:Date:	3/22/9 3/28/91

IER	=	Until	Termin	ated	
4	C.	TO	PTC	250	17

C = Current Year P = Permanently

SUP = Until Superseded

Source: https://www.industrydocuments.ucsf.edu/docs/kqlm0000

Legal Counsel:

[Retention in years unless otherwise noted]

RECORDS RETENTION SCHEDULE Marketing Services - Events Promotions - Entertainment Events Promotions

RECORD CATEGORY	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE
CODE	RECORD CATEGORI	IN DEPT.	IN STORAGE	TOTAL	LOCATION
M1330	MONTHLY STATUS REPORTS	SUP		SUP	
00464	OUTSIDE AGENCY/CONSULTANT	C+1	2	C+3	
	FILES				
P1852	PARLIAMENT	C+2	3	C+5	
P2262	POLICIES AND PROCEDURES	SUP	,	SUP	
P1854	PRESENTATIONS & SPEECHES	C+2	5	C+7	
P±055	PRESS CLIPS	C+5		C+2_	
R1042	REJECTION LETTERS	С		С	
Т0900	THEATER	C+1	1	C+2	
REVISED DA	ATE	DEPARTMENT	CODE	SHEET 4 o:	£ 4
KEY TO RETENTIONS		partment Head: <u> </u>	On Moore	Date:	3/22/9/
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SUP = Until Super: TER = Until Termin	•	gal Counsel:	•	Date:	

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RECORDS RETENTION
Marketing Services - Events Promotions - Marlboro Promotions

ISSUED

19

RECORD CATEGORY	RECORD CATEGORY		RETENTION PERIO	D	OFFICIAL FILE
CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	LOCATION
A0918	AUTO RACING FILES	C+1	2	C+3	
A0919	AUTO RACING SLIDES	C+1		C+1	
A0920	AUTO RACING VIDEO TAPES	C+1	2	C+3	
B0942	B&H JAZZ	C+2 .	3	C+5	
B0943	BENEFIT FILES	С		С	
B0944	BENSON & HEDGES FILES	C+2	3	C+5	
B0945	BRAND FILES	C+2	3	C+5	
B0946	BUDGET FILES	C+2	3	C+5	
C2120	CARTIER	C+2	3	C+5	
C2121	CONSULTANTS/SUPPLIERS	C+2	3	C±5	
C2122	CONTRACTS & AGREEMENTS	TER+1	4	TER+5	
C21.23	CORPORATE SYNERGY	C+2	3	C+5	
C2124	COUNTRY MUSIC FILES	C+1		C+1	
REVISED DATE		DEPARTMENT (ODE	SHEET 1 of	7

EY TO RETENTIONS	AUTHORIZATION:	Department Head:	_ Date:
CT = Unite Active	,	-	•
M = Current Month		Responsible Records	
C - Cha ont Year		Management Group:	_ Date:
P = Personently			
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ER - Until Terminated	Dietention in years	unless otherwise noted	

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RECORDS RETENTION SCHEDULE Marketing Services - Events Promotions - Marlboro Promotions

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RECORD CATEGORY	RECORD CATEGORY		RETENTION PERIO	D	OFFICIAL FILE
CODE	ALCOID CATEOURI	IN DEPT.	IN STORAGE	TOTAL	LOCATION
D0718	DEPARTMENTAL FILES	C+1	2	C+3	
D0719	DIRECT MARKETING FILES	C+1	2	C+3	
B1191	expenses	C+1		C+1	
P0968	FESTIVALS	C+1		C+1	
60359	GENERAL FOODS	C+2	3	C+5	
H0281	HISPANIC FILES	C+1	2	C+3	
10540	INDUSTRY FILES	C+2	3	C+5	
L0581	LEGAL INFORMATION (GENERAL)	C+1	2	C+3	
М1311	MARKET RESEARCH REPORTS	C+2	1	C+3	
M1312	MARKETING FILES	C+2	1	C+3	
M1313	MARLBORO	C+2	3	C+5	
M1314	MARLBORO AUTO RACING/CONTRACTS	TER+2	3	TKR+5	
	`				
REVISED DA	TE	DEPARTMENT (CODE	SHEET 2 of	7
KEY TO RETENTIONS	AUTHORIZATION: Departs	nent Head:		Date:	

CEY TO RETENTIONS	AUTHORIZATION:	Department Head:	Date:
ICT = While Active		-	, , , , , , , , , , , , , , , , , , ,
K = Current Month		Responsible Records	
E - Current Year		Management Group:	Date:
P = Permanently		-	
SUP = Until Superseded		Legal Counsel:	Date:
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RECORDS RETENTION SCHEDULE Marketing Services - Events Promotions - Marlboro Promotions

ISSUED

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RECORD CATEGORY	RECORD CATEGORY	RETENTION PERIOD		D	OFFICIAL FILE
CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	LOCATION
М1315	MARLBORO COUNTRY MUSIC -	C+1	2	C+3	
	ARTIST FILES				
M1316	MARLBORO COUNTRY MUSIC -	C+1	2	C+3	
	GENERAL FILES				
M1317	MARLBORO COUNTRY MUSIC -	С		С	
	MERCHANDISE/ALBUMS				·=··· · ··
M1318	MARLBORO COUNTRY MUSIC -	c		С	:=:: :=
	PRESS KITS				
M1319	MARLBORO COUNTRY MUSIC - TOUR	C		С	
====	CITIES		·		
M1320	MARLBORO COUNTY MUSIC -	С	2	C+2	
	AFFILIATE PILES				:
М1321	MARLBORO CUP FILES	C+1	2	C+3	
REVISED DATE		DEPARTMENT C	ODE	SHEET 3 of	7

KEY TO RETENTIONS	AUTHORIZATION:	Department Head:	Date:
ACT = While Active			
M = Current Honth		Responsible Records	
C = Current Tear		Management Group:	_ Date:
P = Permanently			
SUP = Until Superseded		Legal Counsel:	_ Date:
TER = Until Terminated	Distinction in years	unless otherwise noted)	

RECORDS RETENTION SCHEDULE

Marketing Services - Events Promotions - Marlboro Promotions

ISSUED

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RECORD CATEGORY	RECORD CATEGORY		RETENTION PERIO	D	OFFICIAL FILE
CODE	KECOMO CATEGORI	IN DEPT.	IN STORAGE	TOTAL	LOCATION
M1322	MARLBORO MENTHOL FILES	C+2	3	C+5	
И1323	MARLBORO RESORT FILES	C+1	2	C+3	
M1324	MARLBORO SKI CHALLENGE FILES	C+1	2	C+3	
М1325	MAXWELL PRESENTATION FILES	C+2	1	C+3	
M1326	MEDIA DAY VIDEOS	C+1		C+1	
M1327	MERCHANDISING CREDITS	C+1		C+1	:
M1328	MERCHANDISING PILES	C+2	3	C+5	
H1329	MERIT	C+2	3	C+5	
м1330	MONTHLY STATUS REPORTS	SUP		SUP	
00464	OUTSIDE AGENCY/CONSULTANT	C+1	2	C+3	
	FILES				
P1852	Parli amen t	C+2	3	C±5	
P1853	PERSONNEL FILES	TER		TER	1
REVISED DATE		DEPARTMENT C	ODE	SHEET 4 of	7

KEY	TO RETENTIONS	AUTHORIZATION:	Department Head:		Date:	
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H	< Current Honth		Responsible Records		_	
¢	* Current Year		Management Group:		Date:	
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RECORDS RETENTION SCHEDULE Marketing Services - Events Promotions - Marlboro Promotions

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RECORD CATEGORY	RECORD CATEGORY		RETENTION PERIO	D	OFFICIAL FILE
CODE		IN DEPT.	IN STORAGE	TOTAL	LOCATION
P1854	PRESENTATIONS & SPEECHES	C+2	5	C+7	
P1855	PRESS CLIPS	C+2		C+2	
P1856	PRODUCT ROMOTION PLANS	C+1	2	C+3	
P1857	PROGRAM EVENT FILES	C+1	2	C+3	·
P1858	PROGRAM SCHEDULES	С		C	
P1859	PROJECT FILES	TER+1	4	TER+5	
P1860	PROMOTION FILES	С	1	C+1	
P1861	PROMOTIONAL ITEMS	С		С	
P1862	PROPOSAL FILES	С	2	C+2	=: :
P1863	PUBLIC RELATIONS	C+1		C+1	
P1864	PURCHASE (RDERS/REQUISITIONS	C+1	2	C+3	
R0839	RESORT PROGRAM FILES	C+1	2	C+3	
R0840	RESUMES	C+1	1	C+2	
REVISED DATE		DEPARTMENT C	ODE	SHEET 5 of	7

KEY TO RETENTIONS	AUTHORIZATION:	Department Head:	Date:	
ACT = While Active		Responsible Records		
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RECORDS RETINTION SCHEDULE Marketing Services - Events Promotions - Marlboro Promotions

ISSUED

RECORD CATEGORY	RECORD CATEGORY		RETENTION PERIO	D	OFFICIAL FILE
CODE	RECORD CATEGORY	INDEPT.	INSTORAGE	TOTAL	LOCATION
S1755	SLIDES/PHOTOS/NEGATIVES	SUP		SUP	
S1756	STATUS REPORTS	C+2	2	C+4	
S1757	SUPPLY CATOLOGS	SUP		SUP	
T0767	TENNIS TOURNAMENT FILES	C+2	2	C+4	
T0768	TOUR SCHEDULES	C+2	1	C+3	
T0769	TRAVEL BOOKS	C+1	2	C+3	
Т0770	TURNDOWN FILES	С	-	С	
V0452	VIDEO TAPE/SLIDES	С		С	
V0453	VOUCHERS	C+1	1	C+2	
V0454	VS CHAMPIONSHIP CIRCUIT FILES	C+1	2	C+3	
V0455	VS FASHION PAIR FILES	С	2	C+2	
V0456	VS TENNIS FILES	C+1	2	C+3	
V0457	VS WOMEN OPINION POLL BOOKS	P		P	
REVISED DATE		DEPARTMENT C	ODE	SHEET 6 of	7

KLY TO RETENTIONS	AUTHORIZATION:	Department Head:	Date:
AC) z Mile Active			
N & Current Month		Responsible Records	~ .
C & Current Year		Management Group:	Date:
P = Permanently			~
SUP * Until Superseded		Legal Counsel:	Date:
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RECORDS RETENTION
Marketing Services - Events Promotions - Harlboro Promotions

RECORD		RETENTION PERIOD				OFFICIAL		
CATEGORY	RECORD CATEGORY		RETENTION PERIOD				FILE	
CODE			IN DEPT.	IN STOR	AGE	TOTAL	LOCATION	
V0458	vs women opinion poi	L requests	С			С		
W0370	WRAP-UP REPORTS		C+2			C+2		
	1 · i		9	11	þ		11	
	¥	32.2	<u> </u>	, 1	I			
	1		0	n g	0			
	ł	0	ı X	l	Y			
Paala	Photographs		C+1	3		C+4		
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REVISED DATE		DEPARTMENT CODE		SHEET 7 of				
			ment Head: Date:					
C = Current Year Manage P = Permanently		Respon Manage	asible Records ement Group:			Date:	Pate:	
		Counsel: Date:						

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Source: https://www.industrydocuments.ucsf.edu/docs/kqlm0000

RETENTION SCHEDULE RECORDS

Marketing Services - Events Promotions - Publicity Specialist, Event Marketing **ISSUED**

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April 15 1991

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RECORD CATEGORY RECORD CATEGORY			D	OFFICIAL FILE	
CODE	KECOKE CATEGORI	IN DEPT.	IN STORAGE	TOTAL	LOCATION
B1067	BENSON & HEDGES BLUES PR FILES	C+1	2	C±3	
B1068	BENSON & HEDGES ON ICE PR	C+1	2	C+3	
	FILES				
B1066	BENSON & HEDGES PR/GENERAL	C+1	2	C+3	
	INFORMATION				
B1065	BUCKS PR/GENERAL INFORMATION	C+1	2	C+3	
C2639	CALENDARS/DAYTIMERS/DIARIES	C+1		C+1	1
C2642	CAMBRIDGE PR/GENERAL	C+1	2	C+3	
	INFORMATION				
C2665	CLIP/WRAP-UP REPORTS	C±3	2	C+5	
C2640	COHN & WOLFE	C+1	2	C+3	
C2673	CONTRACTS	C+3	2	Ç+5	
C2641	CORRESPONDENCE/CHRON.	C+1	2	C+3	
REVISED DA	TE	DEPARTMENT C	ODE	SHEET 1 of	3
KEY TO RETENTIONS	•	ment Head:	1. 1. 1.) 1 :	Date: _	4/4/91
ACT = While Active M = Current Mont C = Current Year P = Permanently	h Respon	sible Records ement Group:	velin- they	····	415111 600 1 5 mar
SUP = Until Supers	• •	rwise noted)	thing a sac	Date:	APP 1 5 1991
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RECORDS RETENTION SCHEDULE Marketing Services - Events Promotions - Publicity Specialist, Event Marketing ISSUED

April 15 19 91

RECORD CATEGORY	RECORD CATEGORY		RETENTION PER	IOD	OFFICIAL FILE
CODE	RECORD CATEGORY	IN DEPT	IN STORAGE	TOTAL	LOCATION
L0676	LEGAL INFORMATION	C+1	2	C+3	
M1539	MARLBORO MUSIC PR FILES	C+1	2	C+3	
M1536	MARLBORO PR/GENERAL	C+1	2	C+3	
	INFORMATION				
M1537	MARLBORO RACING PR FILES	C+1	2	C+3	
M1538	MARLBORO SKI CHALLENGE PR	C+1	2	C+3	
	FILES				
M1540	MARLBORO SOCCER PR FILES	C+1	2	C+3	
M1542	MERIT COMEDY PR FILES	C+1	2	C±3	
M1543	MERIT PR/GENERAL INFORMATION	C+1	2	C+3	
M1541	MISCELLANEOUS	C±1	2	C±3	
P2301	PARLIAMENT PR/GENERAL	C+1	2	C+3	
	INFORMATION				
REVISED DATE		DEPARTME	NT CODE	SHEET 2 01	E // 3
ACT = While Active		ment Head:	That I have	Date:	4/4/91
<pre>M = Current Mont C = Current Year P = Permanently SUP = Until Supers</pre>	Manag	nsible Records ement Group: Counsel:	Cuthy J. D.	Date:	4)5/41 APK 1 5 1991
TER = Until Termin	•		HUNTON & WILLIAM		

RECORDS RETENTION SCHEDULE
Marketing Services - Events Promotions - Publicity Specialist, Event Marketing

ISSUED

April 15 1991

RECORD	BECORD CATECORY	RETENTION PERIOD			OFFICIAL FILE
CATEGORY CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	LOCATION
P2302	PARLIAMENT SOUND SERIES PR	C+1.	2	C+3	
·	FILES				
P2300	PRESENTATIONS/SPEECHES/SLIDES	C+1	2	C+3	
P2299	PUBLIC RELATIONS	C+1	2	C+3	
V0563	VIDEO LIBRARY	C+3	2	Ç+5	
V0555	VIRGINIA SLIMS OPINION POLL	C+1	2	C+3	
	PR FILES				
V0553	VIRGINIA SLIMS PR/GENERAL	C+1	2	C+3	
	INFORMATION				
V0554	VIRGINIA SLIMS TENNIS PR FILES	C+1	2	C+3	
V0556	VOUCHERS	C+1	2	C+3	
		:			
REVISED DATE		DEPARTMENT CODE		SHEET 3	of // 3
KEY TO RETENTIONS ACT = While Activ M = Current Mont	e th Respon	ment Head: sible Records ement Group:	Million & Can	Date Date	: <u>'1 3 1 </u>
P = Permanently SUP = Until Super TER = Until Termi	seded Legal C nated (Retention in years unless other	rwise noted)	HUNTON & WILLIAMS) Date	: APR 1 5 1991

SCHEDULE

RECORDS RETENTION SCHEDU
Marketing Services - Events Promotions - Sporting Events Promotions
ISSUED

RECORD CATEGORY TO RACING FILES TO RACING SLIDES TO RACING VIDEO TAPES DGET FILES LENDARS/DAYTIMERS/DIARIES	IN DEPT. C+1 C+1 C+1 C+2	IN STORAGE 2 2 2 2	C+X(3)	FILE LOCATION
TO RACING SLIDES TO RACING VIDEO TAPES DGET FILES	C+X 1 C+1	2	c+X3	
TO RACING VIDEO TAPES DGET FILES	C+1			
DGET FILES		2	+3	
	C+2		**	
LENDARS/DAYTIMERS/DIARIES		3	C+5	
, <u>.</u>	C+1		C+1	
RONOLOGICAL PILES	C+1	1	C+2	
nsultants/suppliers	C+2	3		
PENSES	C+1		C+1	
SPANIC FILES	C+1	2	ċ+3	
RKETING FILES	C+2	1	C+3	
RLBORO	C+2	3	C+5	
RLBORO AUTO RACING/CONTRACTS	TER+2	3	TER+5	
RLBORO CUP FILES	C+1	2	C+3	
REVISED DATE		CODE	SHEET 1 of	3
N P S R R R	ONOLOGICAL FILES SULTANTS/SUPPLIERS ENSES PANIC FILES KETING FILES LBORO LBORO AUTO RACING/CONTRACTS LBORO CUP FILES	ONOLOGICAL FILES SULTANTS/SUPPLIERS C+2 ENSES C+1 PANIC FILES KETING FILES LBORO C+2 LBORO AUTO RACING/CONTRACTS TER+2 LBORO CUP FILES C+1 DEPARTMENT (ONOLOGICAL FILES	ONOLOGICAL FILES

KEY TO RETENTIONS	AUTHORIZATION:	Department Head:	_ Date:
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RECORDS RETENTION SCHEDULE
Marketing Services - Events Promotions - Sporting Events Promotions
ISSUED

19

RECORD CATEGORY	RECORD CATEGORY		OFFICIAL FILE			
CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	LOCATION	
M1323	MARLBORO RESORT FILES	C+1	2	C+3		
M1324	MARLBORO SKI CHALLENGE FILES	C+1	2	C+3		
H1326	MEDIA DAY VIDEOS	C+1		C+1		
M2134	METRO BAR NIGHTS	C	3	C+3		
M1534	MOTORCYCLING	c .	3	C+3		
P1853	PERSONNEL FILES	TER		TER		
P1857	PROGRAM EVENT FILES	C+1	2	C+3		
P1858	PROGRAM SCHEDULES	С		С		
P1860	PROMOTION FILES	c		С		
P1861	PROMOTIONAL ITEMS	С		С		
P1863	PUBLIC RELATIONS	C+1		C+1		
P1864	PURCHASE ORDERS/REQUISITIONS	C+1	2	C+3		
R0839	RESORT PROGRAM FILES	C+1	2	C+3		
REVISED DA	REVISED DATE		DEPARTMENT CODE		SHEET 2 of 3	

KEY TO RETENTIONS	AUTHORIZATION:	Department Head:	Date:
ACT = White Active		-	
M - Current Month		Responsible Records	
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SCHEDULE

RECORDS RETENTION SCHEDU
Marketing Services - Events Promotions - Sporting Events Promotions
ISSUED

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RECORD	DECORD CATECORY		RETENTION PERIOD			
CATEGORY CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	FILE LOCATION	
R0840	resumes	C+1	1	C+2		
S1755	slides/photos/negatives	C+1	3	C+4		
S2131	SPECIAL MARKETS	С	3	C+3		
S2132	SPRING BAR NIGHTS	С	3	C+3		
S1756	STATUS REPORTS	C+2	2	C+4		
S2133	SUMMER RESORT	С	3	C+3		
T 0770	TURNDOWN FILES	С		С		
V0452	VIDEO TAPE/SLIDES	С		С		
V0453	VOUCHERS	C+1	1	C+2		
W0370	WRAP-UP REPORTS	C+2		C+2		
REVISED DA	ATE	DEPARTMENT	© DE	SHEET 3 of	3	
KEY TO RETENTIONS	AUTHORIZATION: Dep	artment Head:		Date:		

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RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

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RECORD CATEGORY	RECORD CATEGORY		OFFICIAL FILE		
CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	LOCATION
A0906	ADVERTISING ASSOCIATIONS	С		С	
A0907	ADVERTISING FILES	C+1	2	C+3	
A0908	AGENCY REPORTS	C+1	2	C+3	
A0909	AGENCY SERVICE REPORTS	С	2	C+2	
A0910	ANNUAL REPORTS	P		Р	
A0911	ASSOCIATIONS FILES	C+1	2	C+3	
A0912	AUDIT REPORTS	С	20	C+20	
B0916	BENSON & HEDGES FILES	C+2	3	C+5	
B0917	BLACK NEWS	С		С	
B0918	BLACK, HISPANIC AND SPECIAL	C+2	3	C+5	
	MEDIA LOG				
B0919	BLACK/HISPANIC FILES	C+1	2	C+3	
B0920	BLUEPRINT FILES	С		С	
REVISED DA	TE	DEPARTMENT	Ollo,	SHEET 1 of	15

KEY TO RETENTIONS

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Department Head:

K/thub (R. Stirler) Date: 4/16/91

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Legal Counsel:

Date: MAY 0 3 1991

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RECORDS RETENTION SCHEDULE

arketing Services - Media, Directorate

ISSUED

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RECORD	DECORD CATEGORY		RETENTION PERIOD			
CATEGORY CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	FILE LOCATION	
B0921	BRAND BOOKS	P		Р		
B0922	BRAND FILES	C+2	3	C+5		
B0923	BRAND MEDIA PLANS	C+1	2	C+3		
B0924	BRAND MEDIA WEIGHT TEST	C+1	2	C+3		
B0925	BRAND PLANS	C+1	4	C+5		
B0926	BUDGET & DATA SPENDING FILES	P		Р.		
B0927	BUDGET BOOKS	SUP		SUP		
B0928	BURNETT OUTDOOR COMPARATIVE	C+2	3	C+5		
	REPORTS (MONTHLY)					
C2653	CALENDARS/DIARIES/DAYTIMERS	C+1		C+1		
C2082	CHART-MASTER	P		Р		
C2083	CHRONOLOGICAL FILES	C+1	2	C+3		
C2084	CIGARETTE DIRECTORY	SUP		SUP		
REVISED DATE		DEPARTMENT	CODE	SHEET 2 0:	f 15	

KEY TO RETENTIONS

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Marketing Services - Media, Directorate

ISSUED

RECORD CATEGORY RECORD CATEGORY			D	OFFICIAL . FILE	
CATEGORY CODE	RECORD CATEGOR I	IN DEPT.	IN STORAGE	TOTAL	LOCATION
C2085	CIGARETTE REPORTS	C+1		C+1	
C2086	CIRCULATION REPORTS	SUP		SUP	
C2087	COMPETITIVE ACTIVITY FILES	P		P	
C2088	COMPETITIVE ADVERTISING	P	:	P	
C2089	COMPETITIVE BRAND FILES	Р		P	
C2090	COMPETITIVE CLIPPINGS	C+2		C+2	
C2091	COMPETITIVE DATA (ON COMPUTER)	Р		Р	
C2092	COMPETITIVE EXPENDITURES	P		P	
C2093	COMPETITIVE TEAR SHEETS	Р		P	
C2094	CONFERENCE FILES	C+1	2	C+3	
C2095	CONTRACTS & AGREEMENTS	TER+1	4	TER+5	
C2096	CORP. PROGRAMS (A-Z)	C+1	2	C+3	
C2097	CORRESPONDENCE	C+1	2	C+3	
REVISED DA	ATE	DEPARTMENT C	CODE DIA	SHEET 3 of	15
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RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

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RECORD CATEGORY	RECORD CATEGORY		OFFICIAL FILE		
CODE	RECORD CATEGORT	IN DEPT.	IN STORAGE	TOTAL	LOCATION
C2098	COST & COVERAGE ANALYSIS	SUP		SUP	
C2099	COST AND COVERAGE ANALYSIS -	C+1	2	C+3	
	BLACK MEDIA, SPANISH, TMC				
C2100	COST ESTIMATES	C+2	3	C+5	
C2101	COUPON INCENTIVE REDEMPTION	P		Р	
	воок				
C2102	COUPONING FILES	C+1	2	C+3	
D0708	DEPARTMENTAL FILES	C+1	2	C+3	
D0709	DEPARTMENTAL REPORTS	C+1	2	C+3	
D0710	DIRECT MAIL FILES	C+1	2	C+3	
D0711	DIRECTORIES	SUP		SUP	
D0712	DISCOUNT SUMMARIES	C+1		C+1	
E1183	EMPLOYEE PROFILES	SUP		SUP	
REVISED DATE		DEPARTMENT CODE		SHEET 4 of 19	
	AUTHORIZATION: Depart	ment Head:	The las	tirler) Date:	4/16/91

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SCHEDULE RECORDS RETENTION

Marketing Services - Media, Directorate

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RECORD	DECORD CATEGORY		OFFICIAL FILE		
CATEGORY CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	LOCATION
E1184	ESTIMATE FILES	C+2	3	C+5	
E1185	ETHNIC COVERAGE BOOKS	C+1	2	C+3	
E1186	ETHNIC REPORTS	C+1	2	C+3	
E1187	EVENT FILES	C+1	2	C+3	
E1188	EXPENDITURE REPORTS -	P		P	
	COMPETITOR, OUTDOOR	· · · · · · · · · · · · · · · · · · ·			
F0959	FIELD INSPECTION REPORTS	С		С	
F0960	FRANCHISE LETTERS .	SUP+1		SUP+1	
F0961	FREE STANDING INSERT	P		P	
	REDEMPTION BOOK	and to see the second of the s			
F0962	FREE STANDING INSERT REPORTS	P		Р	
	COMPETITIVE EXPENDITURES				
H0275	HISTORICAL ADVERTISING RECORDS	P		Р	
REVISED DA	ATE	DEPARTMENT	CODE	SHEET 5 o	f 15
KEY TO RETENTIONS	•	ment Head:	TALL (R.	Stinler) Date:	4/16/91

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Date:

RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

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RECORD CATEGORY	RECORD CATEGORY		OFFICIAL FILE		
CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	LOCATION
H0276	HISTORICAL BOOK TEST PRODUCTS	Р		P	
H0277	HISTORICAL BRAND SPENDING	P		P	
H0278	HISTORICAL BUDGET/MEDIA FILES	P		P	
H0279	HISTORICAL MEDIA FILES	P		P	
10536	INTER-OFFICE CORRESPONDENCE	С		С	
10537	INVENTORY BOOKS	Р		Р	
L0573	LEGAL FILES	C+1		C+1	
L0574	LEO BURNETT CIGARETTE MEDIA	Р		P	
	EXPENDITURES BY COMPANY				
L0575	LEO BURNETT COMPETITIVE	Р		P	
	EXPENDITURES REPORTS				
L0576	LEO BURNETT FILES	C+1		C+1	
REVISED DA	ATE	DEPARTMENT	CODE	SHEET 6 or	f 15
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RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

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RECORD	RECORD CATEGORY		OFFICIAL FILE		
CATEGORY CODE	RECORD CATEGOR I	IN DEPT.	IN STORAGE	TOTAL	LOCATION
L0577	LEO BURNETT MONTHLY OUTDOOR	P		P	
	COMP. REPORTS				
L0578	LONG TERM STUDIES	P		P	
L0579	LYNCH REPORTS	C+2	2	C+4	
M1268	MAGAZINE ANALYSES FROM	C+1	3	C+4	
:	AGENCIES				
M1269	MAGAZINE FILES	SUP		SUP	
M1270	MAGAZINE FILES (FIRST EDITION)	P		Р	
M1271	MAGAZINE LOG BOOK	SUP		SUP	
M1272	MAKEGOOD SUMMARY	C+2	2	C+4	
M1273	MARKET SHARE TREND REPORT	C+1		C+1	
M1274	MARKETING FILES	C+2	1	C+3	
M1275	MARLBORO ADVERTISEMENTS	P		P	
REVISED DA	REVISED DATE		CODE	SHEET 7 of	15

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Department Head:

Responsible Records Management Group:

Legal Counsel:

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Date: 41251

Date: MAY 0 3 1991

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RECORDS RETENTION SCHEDULE

arketing Services - Media, Directorate

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RECORD CATEGORY	RECORD CATEGORY		OFFICIAL FILE		
CODE	RECORD CATEGORT	IN DEPT.	IN STORAGE	TOTAL	LOCATION
M1276	MARLBORO CUP FILES	C+1	2	C+3	
M1277	MARLBORO MENTHOL FILES	C+2	3	C+5	
M1278	MASTER CONTRACTS	P		P	
M1279	MAXWELL PRESENTATION FILES	C+1	2	C+3	:
M1280	MAXWELL REPORTS	P		P	
M1281	MEDIA CALL REPORTS	C+1		C+1	
M1282	MEDIA FILES	C+1	2	C+3	
M1283	MEDIA INSERTION SCHEDULES	P		P	
M1284	MEDIA PLANS	C+1	2	C+3	
M1285	MEDIA PROMOTIONS BY BRAND	C+1	2	C+3	
M1286	MEDIA REPORTS	C+1	2	C+3	
M1287	MEDIA REVIEWS	C+1	:	C+1	
M1288	MEDIA SCHEDULES	C+1	3	C+4	
REVISED DATE		DEPARTMENT	CODE	SHEET 8 of	15

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RETENTION SCHEDULE RECORDS

Marketing Services - Media, Directorate

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RECORD	RECORD CATEGORY		OFFICIAL FILE		
CATEGORY CODE	RECORD CATEGORT	IN DEPT.	IN STORAGE	TOTAL	LOCATION
M1289	MEDIA SCHEDULES/CHANGES	C+1		C+1	
M1290	MEDIA STATUS REPORTS	C+1		C+1	
M1291	MEDIA WEIGHT TESTS	C+1	2	C+3	
M1292	MERCHANDISING OPPORTUNITIES	C+1	2	C+3	
	воок				
M1293	MILLER SCOREBOARD PROGRAM	C+2		C+2	
N0223	NEW MEDIA-INFO/EVAL/PUB (GENL)	C+1	3	C+4	
N0224	NEWSPAPER COVERAGE BOOK	С		С	
N0225	NIELSEN FILES	C+1		C+1	
00459	OUTDOOR CORRESPONDENCE FILES	C+1	2	C+3	
00460	OUTDOOR DESIGN BOOKS	P		P	
00461	OUTDOOR FILES	TER		TER	
00462	OUTDOOR SLIDE LIBRARY	P		Р	
REVISED DA	ATE	DEPARTMENT	CODE	SHEET 9 of	15

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Legal Counsel:

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RETENTION SCHEDULE RECORDS

Marketing Services - Media, Directorate

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RECORD	RECORD CATEGORY		RETENTION PERIO	D	OFFICIAL FILE
CATEGORY CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	LOCATION
P1811	PACK-ART FILES (NEG.)	SUP		SUP	
P1812	PAINT DESIGN FILES	Р		P	
P1813	PERSONNEL FILES	TER		TER	•
P1814	PM HISTORY	Р		Р	
P1815	POINT-OF-SALE FILES	C+1	2	C+3	
P1816	POINT-OF-SALE SLIDE LIBRARY	P		P	
P1817	POSITION REPORT	C+1	2	C+3	
P1818	POSITION SUMMARY & REPORTS	C+1	2	C+3	
P1819	POSTER SIGNS	С		С	
P1820	PREMIUMS/MANUALS FILES	С		С	
P1821	PRINT ADVERTISING	P		P	
P1822	PRODUCTION FILES	C+1		C+1	
P1823	PRODUCTION REPORTS	C+1		C+1	
REVISED DA	REVISED DATE		CODE	SHEET 10 of	15

KEY TO RETENTIONS

AUTHORIZATION:

Department Head:

(R. Stirler) Date: 4/16/91

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RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

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RECORD CATEGORY	RECORD CATEGORY		OFFICIAL FILE		
CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	LOCATION
P1824	PROGRAM EVENT FILES	c+i	2	C+3	
P1825	PROJECT FILES	TER+1	4	TER+5	
P1826	PROMOTION PROGRAMS	C+1		C+1	
P1827	PROMOTIONAL ADVERTISEMENTS	р		P	
P1828	PROMOTIONAL OPPORTUNITIES	C+1		C+1	
	FILES				
P1829	PROMOTIONS BOOK	P		P	
P1830	PROOFS ·	P		P	
P1831	PUB/MAGAZINES	С		С	
P1832	PUBLICITY	C+2	3	C+5	
P1833	PUBLISHERS STATEMENTS - BLUE	C+1		C+1	
	BOOK, PINK SHEETS				
P1834	PURCHASE ORDERS/REQUISITIONS	C+1	2	C+3	
REVISED DA	TE	DEPARTMENT	CODE	SHEET 11 of	15
KEY TO RETENTIONS	AUTHORIZATION: Depart	ment Head:	KKlube (R.	Stirler) Date: 4	1/16/91

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Legal Counsel:

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RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

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RECORD CATEGORY	RECORD CATEGORY	RETENTION PERIOD			OFFICIAL FILE
CODE	RECORD CATEGORY	IN DEPT.	IN STORAGE	TOTAL	LOCATION
R0823	RACETRACK FILES	C+1	2	C+3	
R0824	REFERENCE FILES	С		С	
R0825	REGIONAL TESTING FILES	C+1		C+1	
R0826	REJECTION LETTERS	C+1		C+1	
R0827	REPORTS	C+1		C+1	
R0828	REPRINT INVOICES-ALL BRANDS	C+2	3	C+5	
R0829	RESEARCH FILES	C+2	1	C+3	_
R0830	RESEARCH REPORTS	C+2	1	C+3	
R0831	RICHMOND FILES	C+1		C+1	
S1731	SALES MATERIALS CATALOG	С		С	
S1732	SALES PERIOD FILES	C+1		C+1	
S1733	SALES/MARKET SHARE DATA	C+1		C+1	
S1734	SCHEDULES/CHANGE FORMS	С	1	C+1	
REVISED DA	REVISED DATE		CODE	SHEET 12 of	15

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RECORDS RETENTION SCHEDULE

Marketing Services - Media, Directorate

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RECORD CATEGORY I REPORTS RVICE REPORTS - AGENCY IDES/PHOTOS/NEGATIVES ECIAL SECTION/ADVERTORIAL	IN DEPT. C+1 P P	IN STORAGE 4	TOTAL C+5 C+1	FILE
RVICE REPORTS - AGENCY IDES/PHOTOS/NEGATIVES ECIAL SECTION/ADVERTORIAL	C+1	4		
IDES/PHOTOS/NEGATIVES ECIAL SECTION/ADVERTORIAL	Р		C+1	
ECIAL SECTION/ADVERTORIAL	 			
	ъ		P	
5001	F		Р	-
воок				
ADIA ADVERTISING	TER+1	3	TER+4	
AMPING/TAX FILES	C+2		C+2	
ANDARD RATE & DATA BOOK	С		С	
ANDARD RATES & DATA -	С		С	
MAGAZINE & NEWSPAPER				
IPPLEMENT COVERAGE BOOK	С		С	
EEPSTAKES FILES	C+1	: 2	C+3	
REVISED DATE		CODE	SHEET 13 of	15
A M P	MPING/TAX FILES NDARD RATE & DATA BOOK NDARD RATES & DATA - AGAZINE & NEWSPAPER PLEMENT COVERAGE BOOK	MPING/TAX FILES C+2 NDARD RATE & DATA BOOK C NDARD RATES & DATA - C AGAZINE & NEWSPAPER PLEMENT COVERAGE BOOK C CEPSTAKES FILES C+2 C C C C C C C C C C C C C C C C C C C	MPING/TAX FILES C+2 NDARD RATE & DATA BOOK C NDARD RATES & DATA - C AGAZINE & NEWSPAPER PLEMENT COVERAGE BOOK C	MPING/TAX FILES C+2 C+2 NDARD RATE & DATA BOOK C NDARD RATES & DATA - C C C CAGAZINE & NEWSPAPER CPLEMENT COVERAGE BOOK C CPSTAKES FILES C+2 C C C C C C C C C C C C C

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Date: 4

Date: MAY 0 3 1991

RECORDS RETENTION SCHEDULE

farketing Services - Media, Directorate

ISSUED

19

RECORD CATEGORY	RECORD CATEGORY		RETENTION PERIOD			
CODE	RECORD CATEGOR I	IN DEPT.	IN STORAGE	TOTAL	FILE LOCATION	
T0757	TELEVISION - COMMERCIAL &	P		P		
	CONTRACTS					
T0758	TELEVISION COMMERCIAL	P		Р		
	SCHEDULES					
T0759	TEST & NEGOTIATION FILES	C+1		C+1		
T0760	TEST SCHEDULES	C+1	2	C+3		
T0761	TRACKING STUDIES	C+2		C+2		
T0908	TRADE PUBLICATIONS LOG	C+1	1	C+2		
T0762	TURNDOWN FILES	C+1		C+1		
V0445	VENDING FILES	C+2	3	C+5		
V0446	VENDOR FILES	С		С		
V0447	VIDEO TAPE/SLIDES	P		P		
V0448	VIDEO TAPES/HISTORICAL	р		P		
REVISED DA	ATE	DEPARTMENT	Dolla .	SHEET 14 or		
KEY TO RETENTIONS ACT = While Activ M = Current Mon C = Current Year P = Permanently SUP = Until Super	r Res Ma	ponsible Records nagement Group:	While IR	Stinler) Date: Date: Date:	4/16/9/ 4 25 9 MAY 0 3 1991	

(Retention in years unless otherwise noted)

TER * Until Terminated

RECORDS RETENTION SCHEDULE

arketing Services - Media, Directorate

ISSUED

RECORD CATEGORY	RECORD CATEGORY			OFFICIAL		
CODE	RECORD CATEGORY		IN DEPT.	IN STORAGE	TOTAL	FILE LOCATION
V0449	VISITORS LOG	(C+1	2	C+3	

					·	
REVISED DA	VTE	DE	EPARTMENT (CODE	SHEET 15 of	15
1EY TO RETENTIONS ACT = While Active	•	Departmen		PALL (R.	5+1-1+2) Date: _	4/14/91
H = Current Hont C = Current Year		Responsible Managemer	nt Group:	hules & har	Date:	4/25/91
P = Permanently SUP = Until Supers TER = Until Termin		Legal Count		TUNTON & WILLIAMS	Date:	MAY 0 3 1991